

Message Text

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TO AMCONSUL TORONTO

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E.O. 11652: N/A

TAGS: BEXP, BFOL, CA

SUBJECT; GLOBAL MARKET RESEARCH FOOD PROCESSING AND
PACKAGING EQUIPMENT - CANADA

REF: STATE A-1665

1. FPP EQUIPMENT REPORT BY SOUTHAM MARKETING RESEARCH
SERVICES SERIOUSLY DEFICIENT. INFORMATION, AS CALLED FOR
IN THE RESEARCH SPECIFICATIONS, MISSING IN MOST IMPORTANT
SECTIONS AND EITHER NO EXPLANATIONS, OR UNSAFTISFACTORY
EXPLANATIONS, GIVEN FOR OMISSIONS.

2. IN LIGHT OF COMMERCE EXPERIENCE IN RESEARCHING
CANADIAN MARKET AND REPORTS RECEIVED OTHER FPP EQUIPMENT
MARKETS, BELIEVE MOST IF NOT ALL DATA MISSING SOUTHAM
STUDY OBTAINABLE.

3. ACTION REQUESTED

TRANSMIT COPY FOLLOWING ANALYSIS OF REPORT TO SOUTHAM
MARKETING RESEARCH SERVICES SOONEST AND OBTAIN COMMITMENT
FROM CONTRACTOR THAT INFORMATION REQUIRED WILL BE SUBMITTED
TO AMCONSUL BY OCTOBER 4.

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4. FINAL PAYMENT TO CONTRACTOR WILL BE MADE UPON RECEIPT AND ACCEPTANCE BY COMMERCE OF SUPPLEMENTARY INFORMATION REQUESTED IN ANALYSIS.

5. ANALYSIS OF SOUTHAM MARKETING RESEARCH SERVICES REPORT (FOR CONTRACTOR)
THIS ANALYSIS IS ORGANIZED IN ACCORDANCE WITH SEQUENCE OF MARKET RESEARCH SPECIFICATIONS. ADDITIONAL INFORMATION REQUIRED IS SUMMARIZED UNDER APPROPRIATE SECTION NUMBER. PARENT-THEMETICAL PAGE REFERENCES APPLY TO SOUTHAM MARKETING RESEARCH SERVICES REPORT.

1.24.08

PROVIDE REQUIRED LIST OF PERSONS INTERVIEWED.

3.21.05

PROVIDE INFORMATION REQUIRED, I.E. (1) ESTIMATES (ACTUAL STATISTICS NOT REQUIRED) OF QUICK-FREEZING EQUIPMENT SALES IN 1973 TO 10 INDUSTRY SECTORS COMBINED (2) DISCUSSION OF RELATIVE IMPORTANCE OF INDIVIDUAL SECTORS AS LOUTLEST FOR SUCH EQUIPMENT.

3.23.01 (E)

LIST TYPES OR CLASSES OF EQUIPMENT/SYSTEMS OFFERED BY THIRD-COUNTRY SUPPLIERS THAT HAVE PARTICULARLY FAVORABLE POSITION IN THE MARKET, AND GIVE REASONS FOR THAT POSITION.

3.23.01 (F)

LIST NAMES AND NATIONALITIES OF IMPORTANT THIRD-COUNTRY SUPPLIERS THAT ARE REPRESENTED IN THE MARKET.

3.24.01, 3.24.02 AND 3.24.03

PROVIDE REQUIRED LISTS OF U.S. ORIGIN EQUIPMENT JUDGED TO BE MOST SALABLE. INFORMATION GIVEN (P. 24) INADEQUATE.

3.31.01 (A) AND (B)

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PROVIDE FOR EACH OF THE 10 FOOD PROCESSING SECTORS THE FOLLOWING REQUIRED INFORMATION: (1) NUMBER OF ENTERPRISES ACCORDING TO SIZE (2) CAPITAL INVESTMENT (3) VALUE OF SALES OR SHIPMENTS (4) QUANTITY OF PRODUCTION. INFORMATION GIVEN (PP 25,27,33) INADEQUATE.

3.31.02 (B)

GOVERNMENT PLANS GIVEN (P. 34) ALL RELATE TO FOOD PROCESSING

INDUSTRY ONLY INDIRECTLY. PROVIDE INFORMATION REQUIRED.

3.32.01 (A), (B), (D), (E), (F), (G) AND (H)

INDUSTRY SECTOR PROFILES (PP. 36-38) COMPLETELY LACKING
IN SUBSTANTIVE INFORMATION. IN ADDITION, NO INFORMATION
GIVEN FOR "OTHER FOOD PRODUCTS" SECTOR. PROVIDE FOR EACH
OF THE FIVE SECTORS ALL INFORMATION IN THE DETAIL REQUIRED BY
RESEARCH SPECIFICATIONS.

3.33.01

FURNISH REQUIRED INFORMATION. EXPLANATION FOR OMISSION OF DATE
(P. 41) CONSIDERED UNSUBSTANTIATED.

3.40.01 (B), (C), (D), (E), AND (F)

SUPPLY ALL REQUIRED INFORMATION. ALSO INDICATE WHETHER
MANUFACTURERS LISTED (PP. 42-43) ARE NATIONAL (I.E. LOCALLY-
OWNED) COMPANIES OR SUBSIDIARIES OR LICENSEES OF U.S. OR
OTHER FOREIGN FIRMS.

3.52.03

CLARIFY MEANING OF PARAGRAPH 4 (P. 51).
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